

Captains of Advertising

Last century advertising ideas will not answer for this century---last year's ideas will not answer for 1910. To-day's will not answer for 1911. Conditions are changing just that rapidly in America. It requires "grey matter" above the average to originate advertising ideas that will keep abreast of these days of strenuous business competition.

This is Where We Come in As "Captains of Advertising"

We create selling plans that will meet the constant changes. We have piloted more advertising appropriations to success than any other force in the South during the past few years.

Half-a-million-dollar business is our record, and testimonials from hundreds of passengers listed on our advertising books prove that we have landed them safely.

We are constantly increasing our force with the right men who can make good and make records as real "Captains of Advertising."

That's why our forces, working in harmony, create the "New Methods," the "Right Methods," of planning and carrying out a campaign of advertising successfully.

A thirty-minutes' conversation with our "Advisory Captains" will convince you that our "New Methods" are the life-lines that your advertising demands. Our plans of advertising are good investments. We prove in a short time that our selling plans will increase your business thru channels which never occurred to you. Register with us now.

Freeman Advertising Agency, Inc.,

Seventh Floor

Richmond, Virginia

Mutual Building

FREE SERVICE TO ADVERTISERS

We are Recognized Agents, and represent all publications. They pay us in commissions.

OUR REPUTATION IS ESTABLISHED

Entrust your advertising appropriation to an agency whose reputation is already established.

RULES AND SCHEDULE OF GRAMMAR SCHOOLS

Baseball League Reorganized for 1910 Season. Times-Dispatch Offers Trophy Shield—Regulations Adopted for Association.

This will be the fifth consecutive season for the Grammar School Baseball League, and it promises to be the best of all. The Times-Dispatch has again agreed to present a trophy shield, with the names of the players inscribed thereon, to the school which turns out the champion team. As before, the league will be divided into two sections, and the team winning out in each section will play a series of three games for the championship. The dates for these games will be May 13, 15 and 19.

The league will be run under the following regulations:

1. Boys to be eligible for places on the teams must be under 16 years of age April 1 of this year. Violation of this rule will mean forfeiture of the games played.
2. Each captain must furnish the umpire with a written batting order for his team before the beginning of the game.
3. The captains will be expected to secure umpires for the games when it is impossible for the league managers to do so.
4. Each team will be expected to furnish a league ball in good condition for each game; the ball belonging to each team to be used in alternate innings.
5. In order that official records of the league be kept, the captain of the winning team must send in on a postal card to Mr. Reithard, care Central Y. M. C. A., the score of the game, the names of the umpires and the approximate number of spectators or "fans" present. This should be mailed on the day of the game.

6. Any boy whose weekly standing in school work is unsatisfactory may be barred by the principal from playing on his school team.

7. In order that the games may be played without any disorder every player is expected to abide by the umpire's decisions. Let every player conduct himself like a true sportsman and help make the league this year the best ever. Bad language is ungentlemanly and therefore prohibited.

8. The games in the western section will be played on the East diamond, in Byrd Park, permission having been given by the Council Committee. The games in the eastern section will be played on Christ Church Association diamond, this permission having been very generously given to the school league for the past three or four years. All games are to start at 4 o'clock. Postponed games will be played at a time and place mutually agreed upon.

9. Each school entering will be required to send to Mr. W. E. Reithard, physical director of the Central Y. M. C. A., on or before April 8, an agreement signed by the principal as follows:

- a. To abide by the decision of the umpire.
- b. Not to drop out of the league until the season closes.
- c. To conduct ourselves as gentlemen on the field.

(Team Managers.)
(Substitute Signatures.)
"I certify that each of the boys in the above list is at the present time a pupil in my school, and entitled to be on the team."

(Signature Principal.)
The governing committee of the league is composed of three principals, viz., Messrs. Rucker, of Stonewall Jackson, Fitzgerald of Jefferson, Dunaway of Sidney, and W. E. Reithard of the Central Young Men's Christian Association.

The schedules follow:

- Eastern Section.**
1. Fairmount.
 2. Chimborazo.
 3. Nicholson.
 4. Springfield.
 5. Jefferson.
 6. Bellevue.
 7. Ruffner.
- April 11, Fairmount vs. Chimborazo.
April 12, Nicholson vs. Springfield.
April 13, Jefferson vs. Bellevue.
April 14, Ruffner vs. Fairmount.
April 15, Chimborazo vs. Springfield.
April 16, Nicholson vs. Bellevue.
April 17, Fairmount vs. Jefferson.
April 20, Ruffner vs. Chimborazo.
April 21, Springfield vs. Bellevue.
April 22, Chimborazo vs. Jefferson.
April 25, Fairmount vs. Nicholson.
April 26, Ruffner vs. Jefferson.
April 27, Nicholson vs. Chimborazo.
April 28, Fairmount vs. Bellevue.
April 29, Jefferson vs. Springfield.
May 2, Ruffner vs. Bellevue.

May 3, Springfield vs. Fairmount.
May 4, Nicholson vs. Jefferson.
May 5, Ruffner vs. Springfield.
May 6, Chimborazo vs. Bellevue.
May 9, Ruffner vs. Nicholson.

Western Section.

1. Sidney.
2. Stonewall Jackson.
3. Randolph.
4. Elba.

5. Madison.
6. John Smith.
- April 11, Sidney vs. Jackson.
- April 12, Randolph vs. Elba.
- April 13, Madison vs. Smith.
- April 14, Jackson vs. Elba.
- April 15, Sidney vs. Madison.
- April 16, Randolph vs. Smith.
- April 17, Jackson vs. Madison.
- April 20, Elba vs. Smith.
- April 21, Sidney vs. Randolph.
- April 22, Madison vs. Elba.
- April 25, Sidney vs. Jackson.
- April 26, Randolph vs. Madison.
- April 27, Elba vs. Sidney.
- April 28, Randolph vs. Madison.
- April 29, Jackson vs. Smith.

LOSES OUT IN NINTH.

Medical College of Virginia Defeats William and Mary.

[Special to The Times-Dispatch.]
Williamsburg, Va., April 2.—The Medical College of Virginia defeated William and Mary here to-day by the score of 11 to 8. The game was a slow one, and was characterized by errors throughout. It looked as though William and Mary would win until the ninth inning, when by several poor plays, the Medics were allowed free runs. The features of the game were the fielding and batting of Collins, and the fielding of Garth for William and Mary. Knottz for Medical College of Virginia, caught a pretty game.

Batteries: W. & M.—Pritchard, Lane, Johnson and Ellis. M. C. V.—Lewis and Koontz.

HARVARD DEFEATS YALE.

Intercollegiate Soccer Game Played at Soldiers' Field.

[Special to The Times-Dispatch.]
Cambridge, Mass., April 2.—Harvard defeated Yale in an intercollegiate soccer game this afternoon at Soldiers' Field 2 to 0. The winners played a superior game at all stages of the contest, their goal being in peril but twice. Harvard's work was largely individual, Leland and Palmer, both playing in truly professional style. The Yale honors rested with Timm and Foster.

The Harvard and Cornell teams will play a soccer game at Soldiers' Field next Monday afternoon.

SOUTH ORANGE TAKES GAME.

Yale Baseball Team Loses First Bout Here.

[Special to The Times-Dispatch.]
New Haven, Conn., April 2.—South Orange trimmed Yale 3 to 2 to-day, in the opening home game of the season for the Elms.

Trope pulled off a sensational running foul catch at third base, and robbed Fred Murphy of a base hit by a sensational stop and throw to first for the visitors. McIntyre's batting and a long running catch by Stevens featured in the Yale play. Yale started a rally in the eighth, which was checked when Pop Corey was caught asleep at third base. Yale used her reserve pitchers, Murfey and Harwell. Hogarty and Connelly pitched glit-edge ball for the visitors.

Score by Innings: R. H. E.
South Orange.....1 0 0 2 0 0 0 0—3 7 1
Yale.....0 0 1 0 0 1 0 0 0—2 6 2
Wilkinson, Hogarty, Connelly and Harwell; Murfey and Badger.

"CY" YOUNG LOSES GAME.

Pitches Nine Innings, but Mobile Wins.

[Special to The Times-Dispatch.]
Mobile, Ala., April 2.—"Cy" Young, of the Cleveland Americans, went the nine innings of to-day's game against the Mobile Southern League, and despite the veteran's determined fight against the locals, the latter won. Score: R. H. E.
Cleveland.....2 1 3
Mobile.....3 10 2
Young and Bemis; Noll, Stockdale and Dunn and Higgins.

FIVE FAVORITES WIN AT JAMESTOWN MEET

Races Run Under Ideal Weather Conditions. Big Crowd at Track—Contest on Monday for Hunters Under Norfolk Club Auspices.

Norfolk, Va., April 2.—The second day of the spring meeting at Jamestown was run under ideal weather conditions and the crowd at the track was fully as large as on yesterday. Five favorites and a second choice won, and the people went away happy.

First race—four furlongs, purse—Master John, 122 (Palms), 1 to 4, first; Lochiel, 112 (Sternhardt), 8 to 1, second; Bendaga, 114 (Harty), 1 to 4, third. Time, 47 2-5. Maromara, Race well, Baverin and Abe Attell ran.

Second race—five furlongs, selling—Racing Belle, 116 (Lang), 2 to 5, first; W. I. Hinch, 116 (Steinhart), 5 to 1, second; Glopper, 106 (Burton), 300 to 1, third. Time, 1:01 2-5. Benlala, Sam Fudge, Baby Willie and Katherine Van ran.

Third race—one mile, selling—Joe Rose, 105 (Ausgrave), 3 to 5, first; Osline, 105 (Lang), 3 to 1, second; Pins and Needles, 105 (McCahery), 7 to 2, third. Time, 1:40 4-5.

Fourth race—five and a half furlongs, purse—Banives, 104 (Burns), 6 to 5, first; King of Yolo, 97 (Steinhart), 3 to 5, second; Bob Co. 101 (Mussgrave), 6 to 5, third. Time, 1:07 1-5.

Fifth race—five furlongs, selling—Eva Tankuay, 101 (Burns), even, first; Lurid, 116 (Palms), 29 to 1, second; McAndrews, 113 (Burton), 14 to 5.

longs, conditions—Doris Ward, 102; Maroma, 109; Rasp, 114; Bendaga, 114; Abe Attel, 117; Ortega, 117; Fort Carroll, 117; John Pendergrast, 117.
Sixth race, three-year-olds and up, seven furlongs, selling—"Smug," 93; Glopper, 98; Osline, 108; "Complete," 110; Pond Heart, 115; Bethlehem, 115; Woodlane, 115.
*Apprentice allowance of five pounds claimed.
Seventh race, for hunters, auspices of the Norfolk Hunt Club, drag hunt, about two miles—Dundee, 150; Schoolboy, 150.

BASEBALL! BROOKLYN

versus
RICHMOND
MONDAY AND TUESDAY,
April 4 and 5.
Game called at 4 P. M.
Admission, 25c; grandstand, 15c.

RHODE ISLAND REDS.
"Suncrest" Poultry Co.
Member Rhode Island Red Club of America and Virginia Poultry Association.
Breeders of the world's best
S. C. RHODE ISLAND REDS,
The "Blue Ribbon" Strain
Exclusively.
Stock and Eggs for sale at all Seasons.
Highland Park, Richmond, Va.

It Is Now You
Need My Old
Clarets, Sherries,
etc.

Because, besides being delicious, making your appetite normal, they will rebuild your body and revive you wonderfully.

I sell all sorts of good Wines.

I pay express on mail orders.

FRANK MILLER,

Wines, Whiskies, Brandies, Cordials,
1204 East Main Street,
Phone Monroe.

A Fine Piano

Of Reputable Make for Only

\$197

Terms:
\$6.00 Per Month.

This Piano is full size and in perfect condition; mahogany case, and was traded in as part payment on the sweet-toned

Stieff

It is an unusual bargain.

Chas. M. Stieff
205 East Broad Street,
Richmond, Va.



Straus, Gunst & Co.,
Richmond, Va.

from
1879 to 1910
we have
Delivered the Goods
Satisfactorily

This enviable record could only have been obtained by supplying the public with "QUALITY GOODS." More than thirty years ago we set a standard and have lived up to it under all circumstances. The public has learned that the name "STRAUS, GUNST & CO." on a package is a guarantee of quality.

All our goods conform to the Pure Food Laws.

The following are our famous brands:

- Full Dress (Price High, Quality Higher)
- Jefferson Club (Excellent and Superior)
- Old Henry (Its long record proves merit)

- Rooney Malt Whiskey (For Medicinal Use)
- Dixie Corn (Old and Pure)
- Turkey Gin (Perfection in Quality)

Why take chances on inferior goods. Refuse substitutes.

For sale by all leading mail order houses in Washington, D. C., Richmond, Petersburg, Norfolk, Portsmouth, Newport News, Roanoke and Bristol, Va., Jacksonville and Pensacola, Fla.

If your dealer can't supply you, write us and we will see that your order is filled. Send for handsome illustrated booklet, lithographed in five colors, containing price list of Whiskies, Brandies, Wines, Gins, etc.

STRAUS, GUNST & CO. Distillers and Blenders
of Fine Whiskies.

Return this coupon
and get our beautiful
booklet, free.

"For more than thirty years the house of quality."

Richmond, Va.